



MEMORANDUM

TO: City Council

FROM: Brian Pedrotti, Community Development Director

BY: Andrew Perez, Planning Manager

SUBJECT: Consideration of Temporary Use Permit 22-010 Authorizing the Use of Heritage Square Park for the 2022 Arroyo Grande Beer and Wine Festival; Location – Heritage Square Park; Applicant – Arroyo Grande Village Association

DATE: October 11, 2022

SUMMARY OF ACTION:

Approval of the permit will allow a beer and wine festival to occur at Heritage Square Park on November 5, 2022.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

There is no direct funding impact anticipated as a result of this event. The project is conditioned to require the applicant to provide adequate restroom and trash facilities for the event and any City expenses will be reimbursed. These expenses are anticipated to be minimal, if any.

RECOMMENDATION:

Adopt a Resolution approving Temporary Use Permit 22-010.

BACKGROUND:

The applicant, the Arroyo Grande Village Association, submitted an application for a Temporary Use Permit to utilize Heritage Square Park for a beer and wine festival to be held on November 5, 2022, called the Arroyo Grande Beer and Wine Festival (Attachment 2). A portion of the proceeds will be used to pay for Santa in the Village during December. The proposed event will bring a significant number of participants to Heritage Square Park in the Village. The proposal for such a large event on City property and the request to reserve street parking adjacent to the event site necessitates approval of the Temporary Use Permit. Additionally, service and consumption of alcohol at Heritage Square Park is only allowed by City Council Resolution and subject to issuance of a public safety and welfare permit by the Chief of Police. The purpose of the Temporary Use Permit is to ensure the event is conducted in a manner that is compatible with the surrounding area

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and results in a successful event for the applicant, the attendees, the neighbors, and the City. This event is replacing the “Beer Feast,” which was a similar event held at Heritage Square Park from 2016-2019.

Staff Advisory Committee

The Staff Advisory Committee (SAC) reviewed the proposed project on September 15, 2022. Members of the SAC discussed several aspects of the project and concluded that there would be no foreseeable issues with parking, neighbors, or security. The SAC was in support of the project, subject to the conditions of approval included in the prepared Resolution.

ANALYSIS OF ISSUES:

The applicant proposes to utilize Heritage Square Park between the hours of 9:00 am and 8:00 pm, with the event occurring between the hours of 12:00 pm and 4:00 pm. The hours outside of the event will be used for setup and tear down of the event. The applicant indicates this event will include approximately thirty (30) breweries, fifteen (15) wineries, two food vendors, and live music. The number of tickets available for the event will be limited to 600. As required by the Department of Alcohol and Beverage Control, waist-high fencing will be utilized at the back of the adjacent sidewalks to close the event, and only persons 21 years of age and older will be admitted. Live music is proposed at the Rotary Bandstand during the event. The applicant will provide security as approved by the City of Arroyo Grande Police Department and provide Swinging Bridge security as needed.

Parking

The applicant is not requesting reservation of parking within City owned parking lots as is typically requested for other events in the Village area. However, the applicant is requesting the reservation of street parking directly adjacent to the park for loading and unloading of equipment, beverages for breweries and wineries, and pickup and drop-off of attendees by designated drivers, rideshare services, or other accommodations.

Attendee Identification

The event is proposed to be open only to those individuals who purchase tickets. Presale tickets will be sold, with any additional tickets being available for purchase at the event. Attendees paying to participate in tasting beer and wine will be given wristbands identifying their allowed participation. Designated drivers will be able to attend the event to eat food, but will be given a different wristband to identify them as drivers, and will not be provided the tasting glass. Individuals under 21 years of age and those who do not have wristbands will not be permitted into the event area. Private security personnel required for the event will immediately remove individuals found in the event without proper wristbands.

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Restrooms

The applicant is required to provide adequate restrooms in addition to the restrooms located in Heritage Square Park. Similar events at the Park have provided additional portable restrooms on Short Street adjacent to the venue. The event map identifies three (3) restrooms outside of the fencing to satisfy this condition.

ALTERNATIVES:

The following alternatives are provided for the Council's consideration:

1. Adopt the attached Resolution approving Temporary Use Permit 22-010;
2. Modify and adopt the attached Resolution approving Temporary Use Permit 22-010;
3. Do not adopt the Resolution; or
4. Provide direction to staff.

ADVANTAGES:

This event will provide an opportunity for local breweries and wineries to showcase their products and will draw additional interest to the City, spurring the local economy. Additionally, the applicant will use the proceeds to pay for events related to Christmas in the Village.

DISADVANTAGES:

The event will bring a large number of people to an event where alcohol will be consumed. This can cause noise issues with the nearby residences and impaired motor vehicle operation is a possibility. Conditions of approval requiring resident notification and the applicant providing incentives for designated drivers to attend the event aim to minimize the potential negative impacts and ensure a successful event.

ENVIRONMENTAL REVIEW:

In compliance with the California Environmental Quality Act (CEQA), it has been determined that this project is Categorical Exempt per Section 15304(e) of the CEQA Guidelines regarding minor temporary use of land.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

Attachments:

1. Proposed Resolution
2. Applicant Letter
3. 2022 Event map

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